



For the trade press

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Appload Nordic AB signs OEM agreement with SmartTrust

Appload Content Server (ACS) added to SmartTrust My Service Portal.

Appload Nordic AB, a Swedish high-tech company developing state-of-the-art, wireless enabling technology for the over the air (OTA) downloading of content to mobile phones, today announced it has signed an **OEM agreement with SmartTrust**. Under the terms of the agreement, Appload's ACS will be embedded within SmartTrust's **My Service Portal** to enhance the on-demand delivery of Java applications and rich media content to mobile devices.

My Service Portal, part of SmartTrust's portfolio of solutions for the complete management of mobile services, is designed to provide mobile subscribers with an interface for managing and personalising their own mobile services and application menus. The announcement brings immediate benefits to operators looking to better control their portfolio of value-added services within one manageable portal solution. ACS handles all aspects of content delivery and manages the complete life cycle of an application in a secure and user-friendly way. Initiating on-demand J2ME downloads will now be possible directly from the web as well as the handset, coupled with automatic configuration of WAP, GPRS and MMS settings to stimulate immediate subscriber usage.

Accessed via a web interface or directly from the handset, My Service Portal users get a detailed view of services, such as polyphonic ringtones and images, J2ME applications, Java Card applets and WIB services, currently installed on the SIM and those currently available from the operator. The portal then allows them to keep up to date with the latest services and download those of most interest to them.

"We have received a number of requests for this kind of solution and are looking forward to working with SmartTrust to support the needs of operators looking to increase the level of service personalization offered to end users. With over 85 operator customers around the world we see SmartTrust as a key partner for our continued success," says Appload CEO Fredrik Wångberg.

"In order to maximise the revenue-generating potential of value-added services it is becoming increasingly important for subscribers to have a real-time access channel that allows them to personalise their handsets with the most appropriate and up-to-date offerings," adds Solution Manager Sanna Outa at SmartTrust. "My Service Portal also makes it easier for the operator to promote a new service and at the same time reduce the load on existing customer care channels."

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Appload Nordic AB is a Swedish based company founded in 2001. The company focuses on developing state-of-the-art, wireless enabling technology and software for over the air (OTA) downloading of rich content to mobile phones and develops, markets and sells the Appload Content Server (ASC). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. The company is owned by the founder team with a minority stake held by Siemens Mobile Acceleration GmbH.

For more information please visit: www.appload.net

About SmartTrust

SmartTrust is a leading developer of infrastructure solutions designed to provide mobile subscribers with easy to use and secure personalized services. Using SmartTrust's solutions, mobile operators are able to manage and optimize both handsets and GSM/3G (U)SIM cards to deploy revenue-generating Value Added Services (VAS). Operators that have implemented SmartTrust's solutions have significantly reduced churn and increased ARPU.

More than 85 SmartTrust systems have been deployed with leading operators around the world. Customers include Vodafone UK, Vodafone D2, Telenor, SONOFON, Cosmote, MTN, Cingular Wireless, China Mobile, Airtel/Bharti Cellular, Virgin Mobile, M1 and Satelindo. The SmartTrust Certified™ Partner Program includes all major SIM vendors that have licensed its technology for implementation within their cards. Over 120 million WIB-enabled SIM cards are now in circulation with SIM vendor partnerships covering 95% of the SIM card industry.

The company is headquartered in Sweden with a regional presence in Finland, UK, Germany, Italy, Spain, Malaysia, India, China, Hong Kong, Singapore, Thailand and the United States.

Additional information and news on SmartTrust can be found at www.smarttrust.com.